



# SMALL BUSINESS, BIG IMPACT

HOW TO PUNCH ABOVE YOUR WEIGHT

## Introduction

# The Landscape is Changing

*For decades, being “the little guy” has been a disadvantage, but not anymore.*

Technology has changed the game for small businesses. Where small department size was once a hindrance, it can now be an advantage. Where small, newly-established infrastructures used to mean less stability, they can now mean more agility and flexibility.

The right technology can turn a small business from a niche player in an industry to a major threat to established enterprise companies. Organizing, supporting, and enabling a small business with a CRM solution like Salesforce can help that SMB punch well above its weight and harness the selling power previously reserved only for big business.

Let's take a look at the four ways Salesforce gives small businesses big business power:

- Grow your business
- Power your productivity
- Drive your innovation
- Scale your operation

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## Chapter 1

# Grow Your Business

Many small businesses run into the same obstacle at some point in their lifetime: They have a great product or service, but they don't know how to grow their business to the next level. How do you increase revenue and win rates? How do you grow your pipeline while keeping costs under control?

Salesforce can help jumpstart business growth for small businesses. Salesforce streamlines operations, allowing you to increase your win rates, grow your pipeline, and decrease your costs.

## Increase Your Win Rates

In nearly every industry, there is more competition than ever before. This means it's harder than ever to win a competitive deal. Closing a deal comes down to who is better organized,



“Salesforce has moved to the top of our list for driving our business forward.”

**Josh Mayes**

Enterprise Technology Senior Manager  
Angies List

better prepared, and better informed. Salesforce aligns your processes so you can sell with the poise and efficiency of a Fortune 500 company.

Salesforce was designed to make closing a deal as easy as possible. Leads are automatically routed as they come in, complete with contact information, account activity, and relevant company information. Salesforce users immediately have an arsenal of information to start moving a lead to close. Comprehensive performance metrics make understanding what is working and what is not easier than ever. In addition, the Salesforce1 Mobile App makes it possible to sell from anywhere, allowing salespeople to be ultra responsive. Every aspect of Salesforce has been designed to help users win deals.

## Grow Your Pipeline

Keeping track of leads on a spreadsheet just doesn't cut it anymore. Companies can no longer afford to have their pipeline be a mystery. You need to know

exactly how many leads are in your pipeline, and exactly where they are in the sales cycle so you can accurately assess performance and forecast out your quarters. Salesforce allows you to organize all of your leads, get an accurate view of your pipeline, and better forecast your deals.

## Decrease Your Costs

Bootstrapping and staying lean allow small businesses to maintain a competitive advantage over larger players. Salesforce helps keep hardware and personnel expenses low, improves support while shortening down times, and decreases the risk and difficulty of scaling up your sales organization.

Salesforce users see an average

**34%** increase  
in speed of deal closure

Salesforce users see an average

**32%** increase  
in sales win rates



## Chapter 2

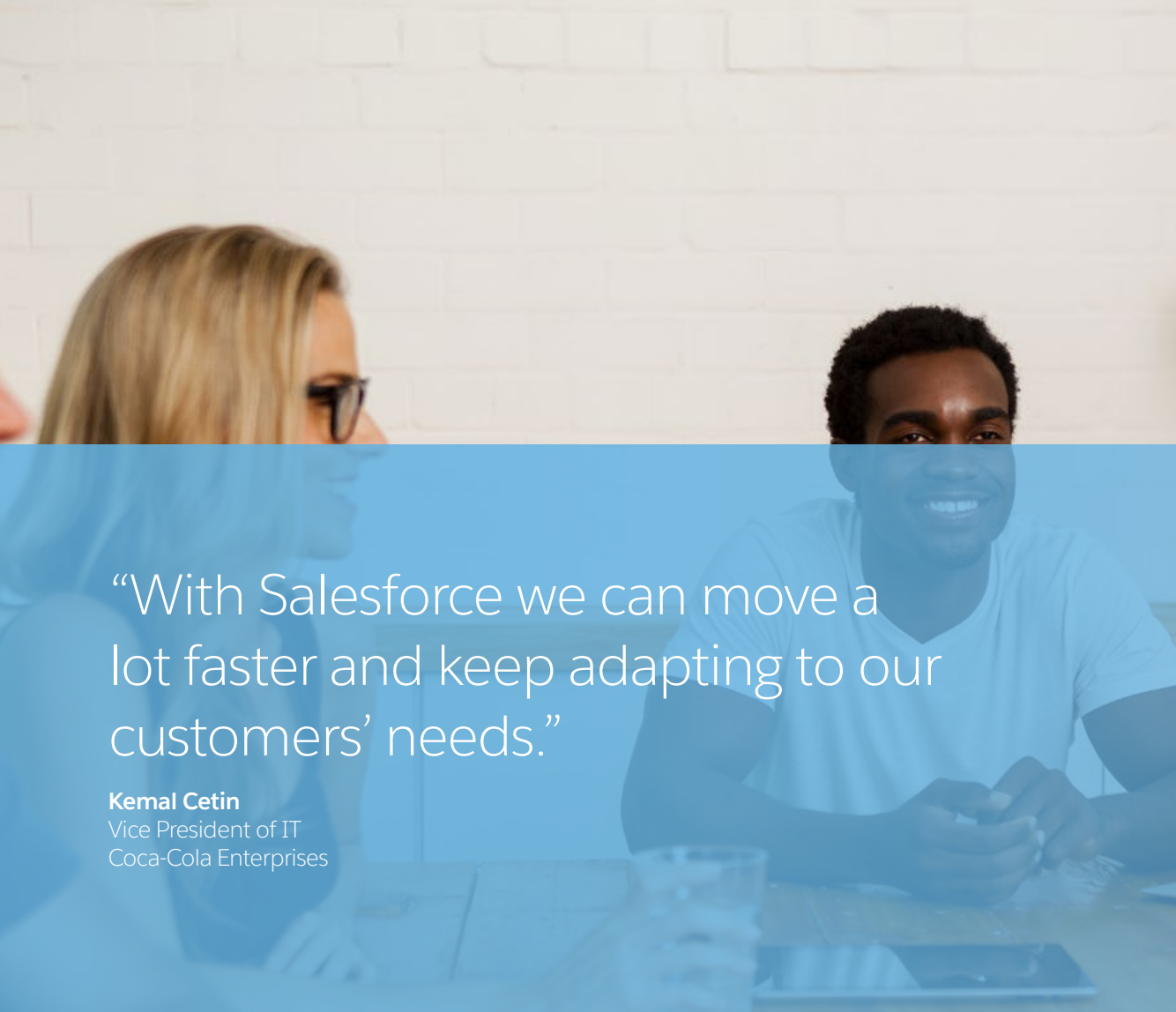
# Power Your Productivity

The underdog mentality and drive to create something new means small business sales teams are constantly pushing themselves to reach the highest levels of productivity. They work just a little bit harder, and put in just a little bit more work than the competition.

Salesforce is designed to enhance a team's productivity and make all of that hard work pay dividends. By providing a central hub for all of your most important tools, enabling you to scale collaboration and communication, and allowing you to work the way you want, Salesforce can turn any small business into a well-oiled machine.

## All Tools in One Place

There is no shortage of tools for sales reps to use these days. New products are springing up around common pain



“With Salesforce we can move a lot faster and keep adapting to our customers’ needs.”

**Kemal Cetin**

Vice President of IT  
Coca-Cola Enterprises

points every day. But all of these solutions can fracture our attention and silo our data in a way that can be both time consuming and ineffective.

Salesforce serves as a central hub for all of your essential tools and data. Everything you need to win a deal, onboard a new client, and report on your performance is all accessible in one interface. The Salesforce AppExchange also allows you to integrate your must-have third party tools as well.

## Easy Collaboration

One of the biggest advantages small businesses have over their larger counterparts is that they don't struggle with silos or bureaucracy. The organization is smaller, which makes it easy to find the best resource for any question and collaborate with every department.

With social collaboration at its core, Salesforce not only ensures that this level of communication will never change, but also enhances it. With Salesforce you can collaborate faster than ever, tapping into the collective knowledge of your entire organization in seconds, not hours.

## Work the Way You Want

Companies are discovering more and more that giving their employees the ability to work the way they want can dramatically increase productivity. Offices are no longer run on "clock-in and clock-out" policies. To reach maximum productivity, employees must have the ability to tailor their environments, including their tools.

The flexibility and customization options of Salesforce allow users to work the way they want, not in some predefined template of productivity. Salesforce is adaptable and customizable to the organization using it, allowing sales teams to perfect their workflows and optimize for their own selling style and organizational structure.

Salesforce users see an average

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**47%** increase  
in collaboration speed

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Salesforce users see an average

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**40%** increase  
in sales productivity

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Customer Spotlight:

## Zero Motorcycles

Zero Motorcycles, the world's leading manufacturer and retailer of electric motorcycles, is out to disrupt the motorcycle industry. When they looked for ways to streamline their business processes and communication, they found Salesforce was the all-in-one platform they needed to increase efficiency and maintain their rapid growth.

[Watch the film ›](#)

“All the information I need to operate on a day-to-day basis is at my fingertips.”

—Mike Cunningham, Director of US Sales, Zero Motorcycles

## Chapter 3

# Drive Your Innovation

Even as technology removes many of small businesses' traditional barriers to entry, small businesses still have to compete with the massive research and development budgets of larger competitors.

Salesforce can provide the R&D budget you need to keep innovating. Salesforce is leading the industry in innovation and puts its customers on the cutting edge with new products and consistent updates.

### Mobile-First

Mobile is more than a passing fad. Companies in every industry are realizing the power of mobility and are scrambling to deliver the mobile functionality their users demand.

Unlike many of its competitors, Salesforce recognized the the shift



“Salesforce is helping us become a customer-centric company.”

**Jereon Tas**

CEO, Informatics Solutions and Services  
Philips Healthcare



toward a mobile-first world early and has delivered mobile functionality that enables users not only to keep pace with current trends, but also to stay way out in front. With the Salesforce1 Mobile App, Salesforce users can run their entire business, right from their phone.

## Keep IT Innovating

The IT team and developers of a small business usually wear many hats and are often responsible for building the product itself. However, as companies scale and add more solutions and hardware, IT's role begins to shift. IT is constantly under pressure to build new functionality or troubleshoot problems that arise. They have to constantly prioritize these incoming requests, leaving little time for anything other than responding to logged tickets.

With Salesforce, this day-to-day maintenance becomes a thing of the past. IT is free to collaborate with other departments to deliver value to the organization. IT can finally crawl out from under the backlog of tickets and take the

important role of collaborating across departments to move the company forward.

## Industry Leading Products

Forbes has named Salesforce the most innovative company in the world for the last three years—2011, 2012, and 2013—an accolade that reflects our commitment to pushing the envelope. Salesforce is dedicated to not only leading the CRM industry, but also defining the future of work across all industries.

Salesforce is continually adding new products to meet the needs of the modern workforce, even before industries realize they need them. In addition, Salesforce is working furiously to move its existing product line forward with three massive updates each year.

“One thing that I have tried to emphasize: There's no other infrastructure needed. And that made our development approach much, much quicker, cheaper, and easier.”

Ken Grady  
CIO  
New England Biolabs

Salesforce users see an average

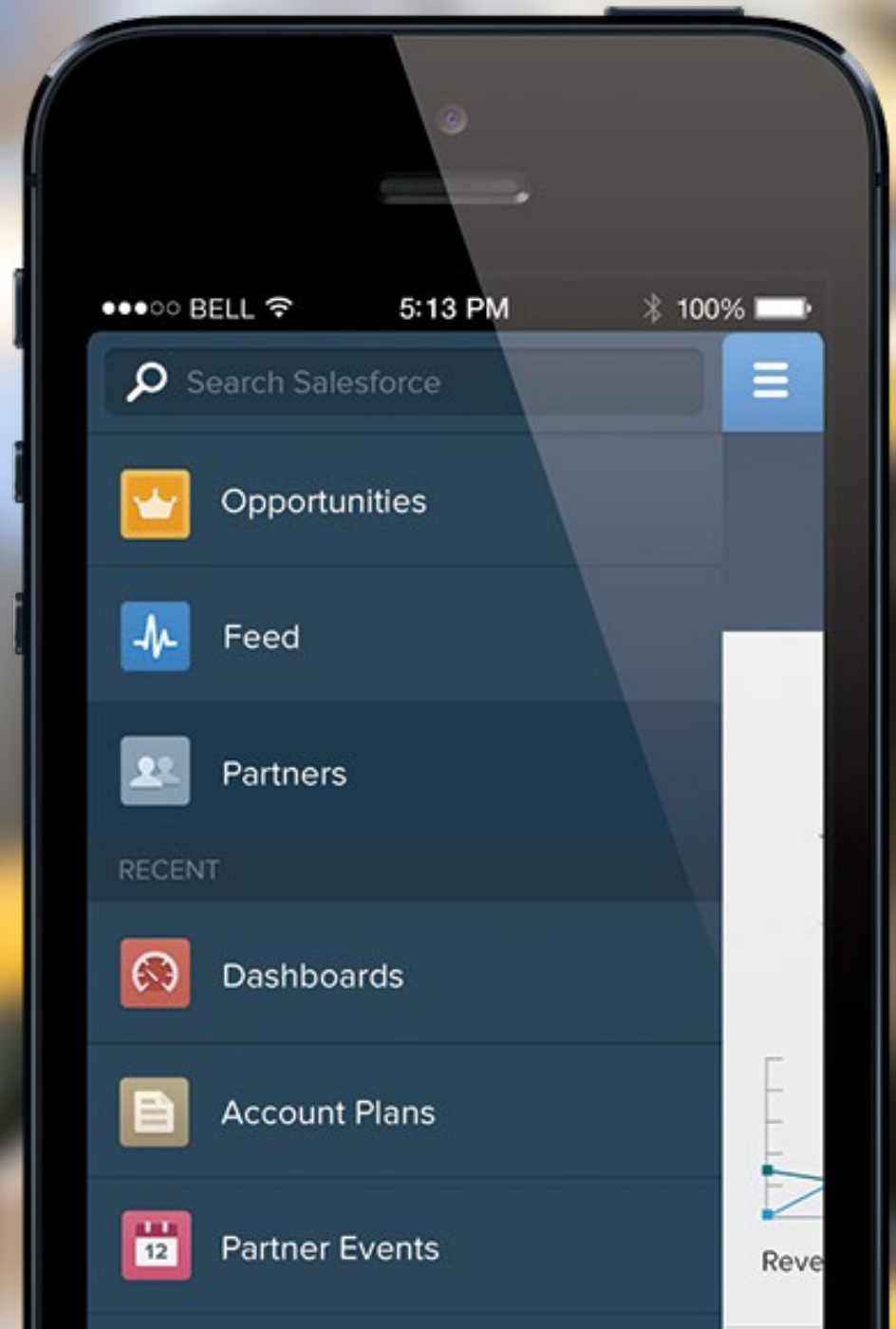
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**42%** decrease  
in their total IT costs

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# Take an interactive guided tour.

Learn how a sales manager and sales rep use Salesforce to manage their day. This interactive tour guides you through the different capabilities of Salesforce. Experience the world's #1 CRM app today.




## Chapter 4

# Scale Your Operation

For small businesses, growing your business, enhancing productivity, and driving innovation all lead to one thing: scaling up. In order to take the next step forward, small businesses need to have the right infrastructure and tools in place. Traditionally, this can be an arduous process, requiring massive investments in time and resources. Building out infrastructure is an infamously time-consuming process that requires massive financial investment. But Salesforce changes that.

Salesforce is based in the cloud, which means no expensive infrastructure build outs. Simply add additional users and you are ready to go! Salesforce's massive ecosystem of products also makes it easy to add features and tools in minutes. All your tools integrate into one user interface, saving you time and maximizing efficiency.



“Salesforce helps us easily turn data into information that we can act on to solve problems for our customers. To me, that’s the ultimate win.”

**Brian Walker**  
President and CEO  
Herman Miller



## No Infrastructure Requirements

For an organization running an on-premise CRM solution, scaling the business up or down requires a substantial investment, and therefore substantial risk. Scaling up requires adding additional hardware and hiring additional staff to manage it. The process can take months to fully implement.

With Salesforce, additional users and additional functionality can be added with a few mouse clicks. No extra hardware, no extra risk. Whether you are looking to add 10 more users or 10,000, the process is always quick and easy. If you need to scale back down or restructure your organization in the future, Salesforce painlessly changes with you.

## Add Products as You Need Them

As businesses scale, new needs and requirements arise. Businesses need to add functionality and features they didn't need at their previous size. While many companies would have to research and

vet numerous options, using valuable time and resources, Salesforce users have everything they need just a click away.

From support to marketing, Salesforce has a full suite of products that can be deployed with just a few clicks. Salesforce has everything an SMB needs to scale their business to the next level without losing their competitive edge.

See how **Salesforce1** helps you  
make connections on the go:  
[Watch the Mobile App](#)  
[Overview Demo](#)

**WATCH THE DEMO**

“The most dangerous place to make a decision is in the office. You need to make the decision where the customer is.”

Ulrik Nehammer  
CEO  
Coca-Cola Germany

Salesforce users see an average

**42%** increase  
in speed of decision making



## Conclusion

SMBs now have big business power at their fingertips.

It's a brave new world for small businesses. Agility and flexibility have become major business assets, allowing SMBs to thrive against even the biggest competitors. Salesforce helps push this advantage even further. Grow your business by increasing close rates and improving pipeline. Enhance productivity with collaboration and customization. Drive innovation and scale quickly with industry leading products. Small Businesses already have an advantage over larger competitors– with Salesforce, the possibilities are endless.





# SALES SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

If you want to grow your sales and establish a transparent sales process, you need an easy-to-use Customer Relationship Management system. Salesforce allows you to store customer and prospect contact information, accounts, leads, and sales opportunities in one central location.

[Learn more ›](#)

**32%** Improvement in win rate.

**40%** Increased sales productivity.

**32%** Increase in sales revenue.



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How A Mobile CRM Makes You More Successful



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THE CUSTOMER SUCCESS PLATFORM